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TODAY'S DISCUSSION

- Quick Background / Methodology
- Customer Satisfaction Results
  Light Rail
- Customer Satisfaction Index
- Opportunities
- Q & A

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Results Overview

Port Authority's Net Promoter Score (NPS) for Light Rail is above the industry average at 51%.

On-Time Performance is the most important element of service to Light Rail customers, followed by Fares and Travel Time.

Customers are most satisfied with the light rail getting them to their destination is a reasonable amount of time (90%) and light rail lines being conveniently located for them (90%).

Customers are least satisfied with vehicle cleanliness (54%) and the cost of fares (62%).

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Light Rail Customer Satisfaction

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Methodology

- This report contains the results of the Wave 1 Port Authority Customer Satisfaction Surveys for Light Rail, which were conducted June 11-17, 2018.
- 512 surveys were completed by customers on board light rail vehicles, including the Incline.
- Surveys were administered during service periods throughout the day on weekdays, Saturday and Sunday.
- Customers were offered a free 1-day pass as an incentive for completing the survey.

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Customer Characteristics

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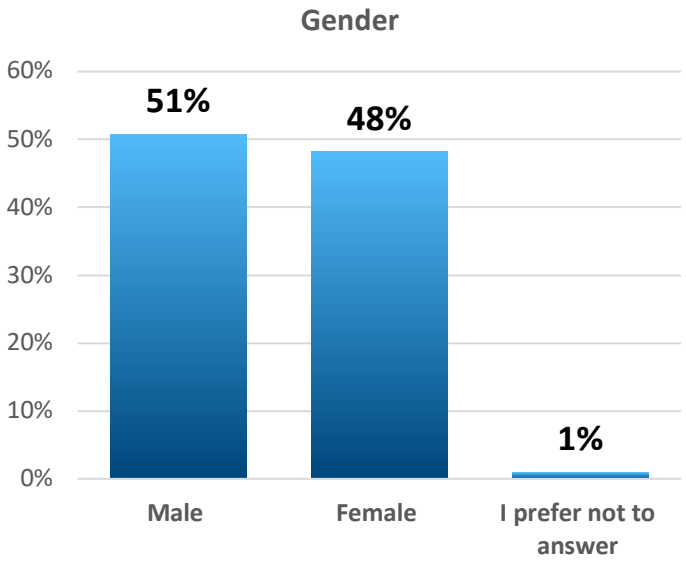
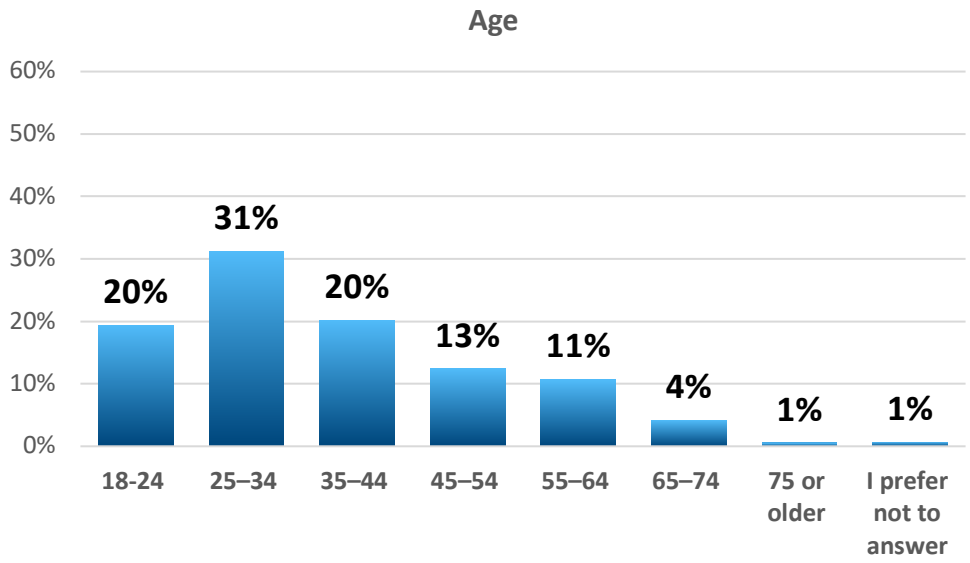
Gender & Age

- There are slightly more male light rail customers than female light rail customers.
- Half of light rail customers are between the ages of 18-34.





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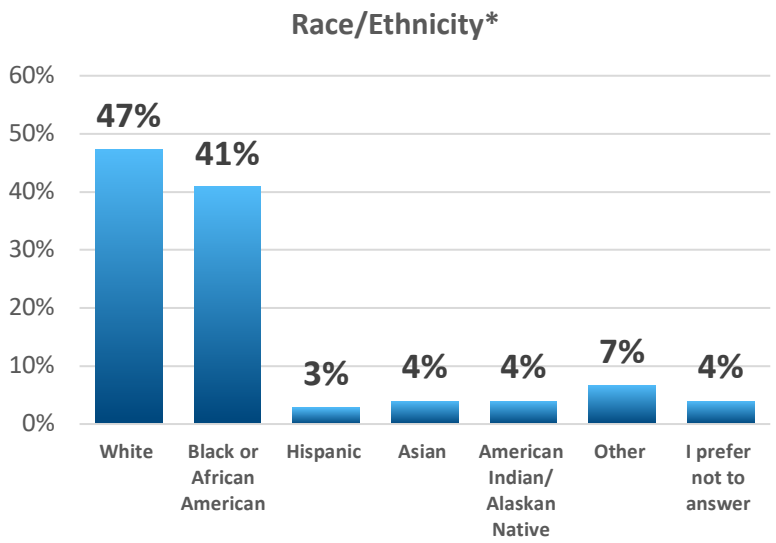
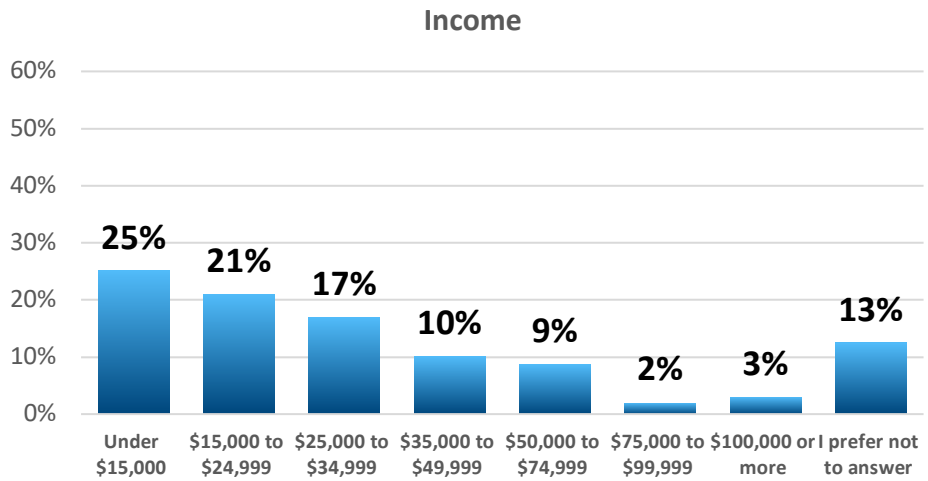
Race/Ethnicity & Annual Income Level

- There are slightly more White light rail customers than Black/African American light rail customers
- 63% of light rail customers indicated an annual income of less than $35,000





*Customers could select multiple options

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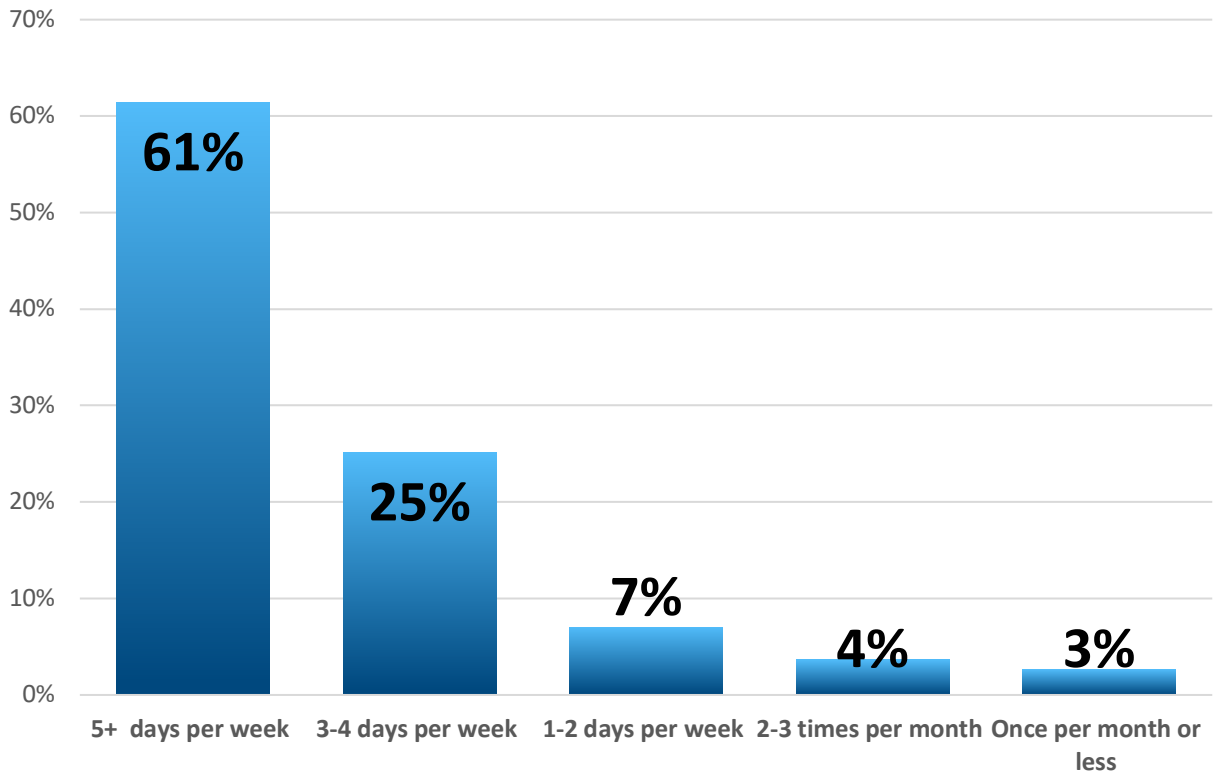
Frequency of Light Rail Use

- 61% of light rail customers use the service 5 or more days per week.
- Nearly 90% of light rail customers use the service at least 3 days per week.



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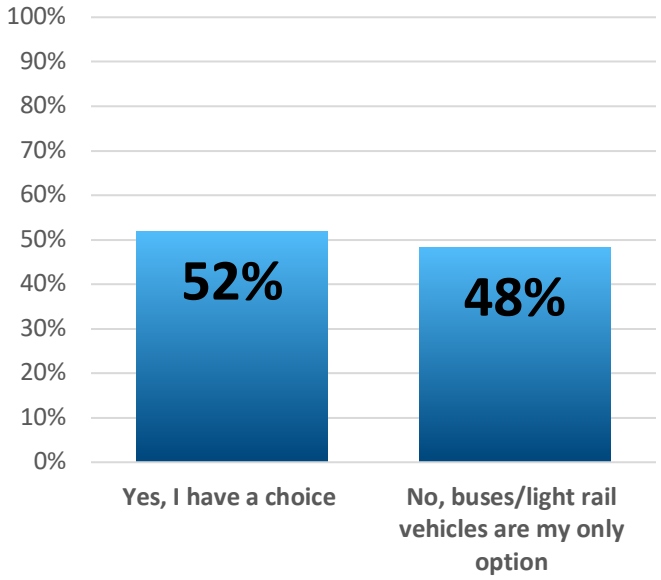
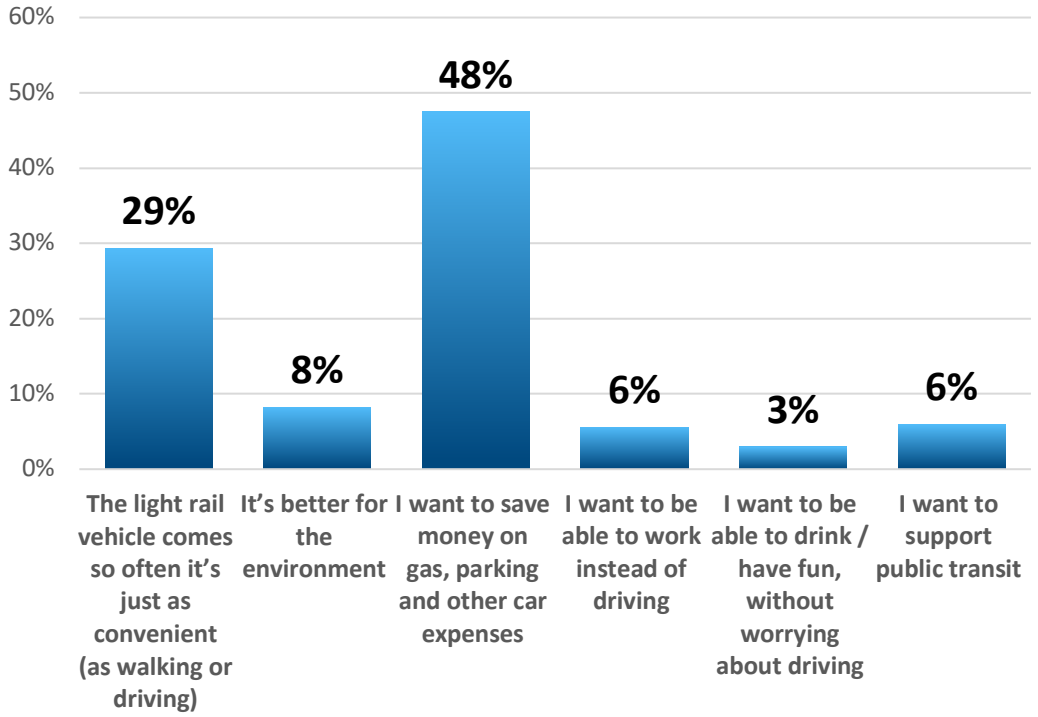
Transit Dependence

- About half of light rail customers are choice riders.
- Saving money is the primary reasons why customers who have other options choose to use Port Authority, followed by convenience.



Do you have a choice whether to use Port Authority light rail vehicles or not?



If you do have other options, what is the #1 reason you choose transit?

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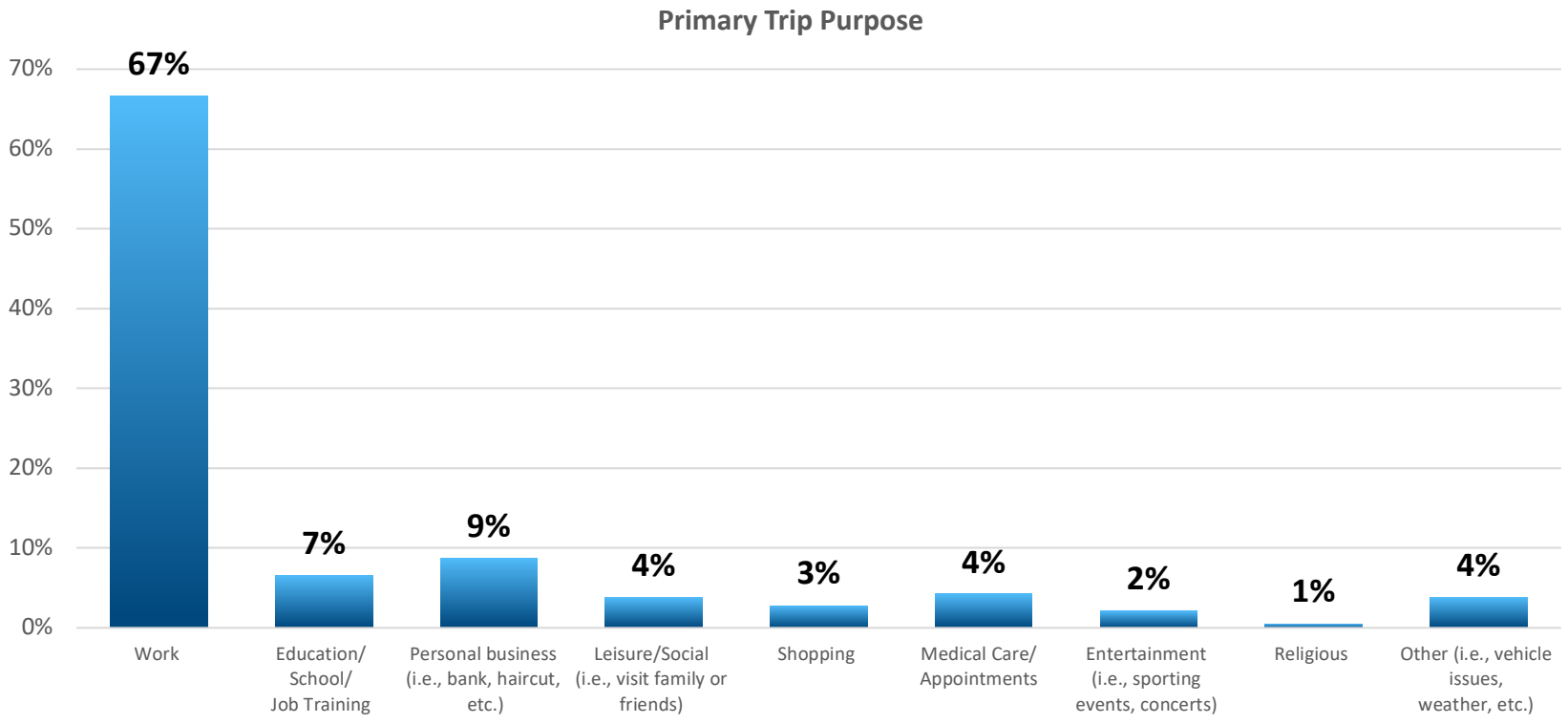
Trip Purpose

- 67% of Port Authority customers primarily use the light rail to go to work.



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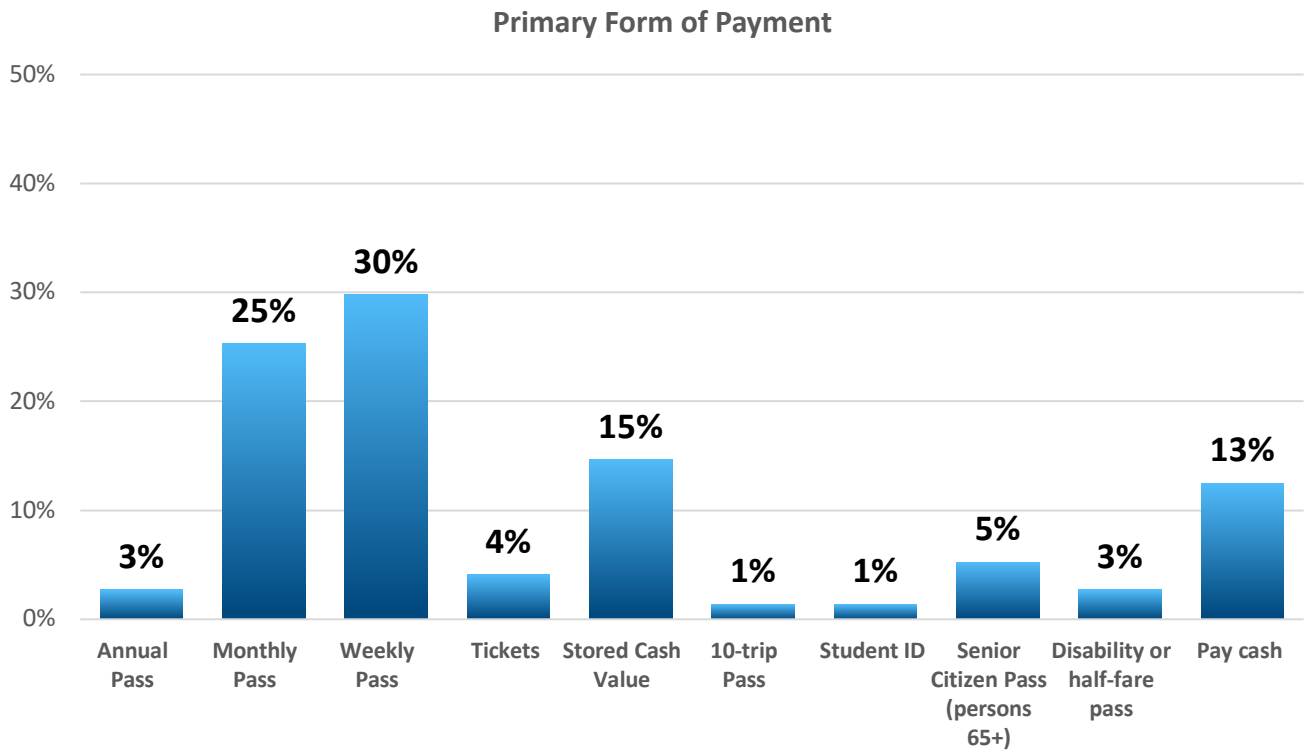
Payment Method

- Slightly more light rail customers use a weekly pass than a monthly pass.



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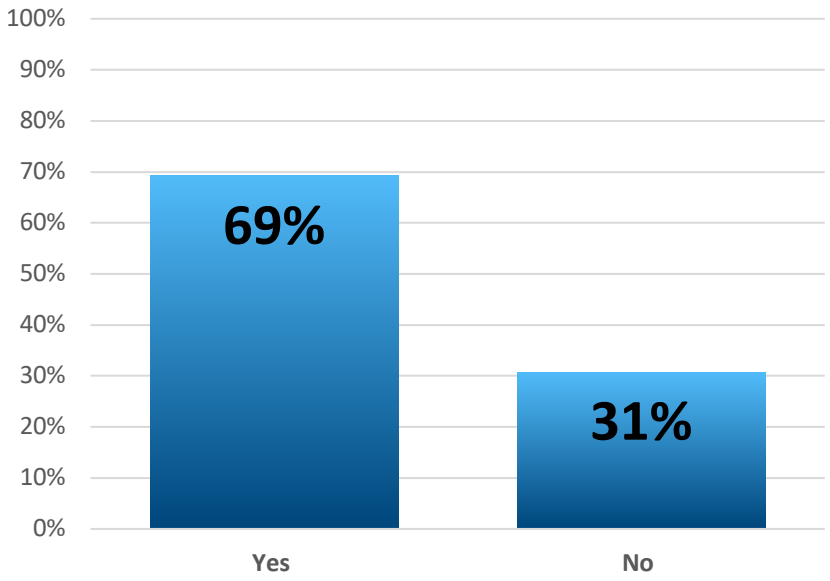
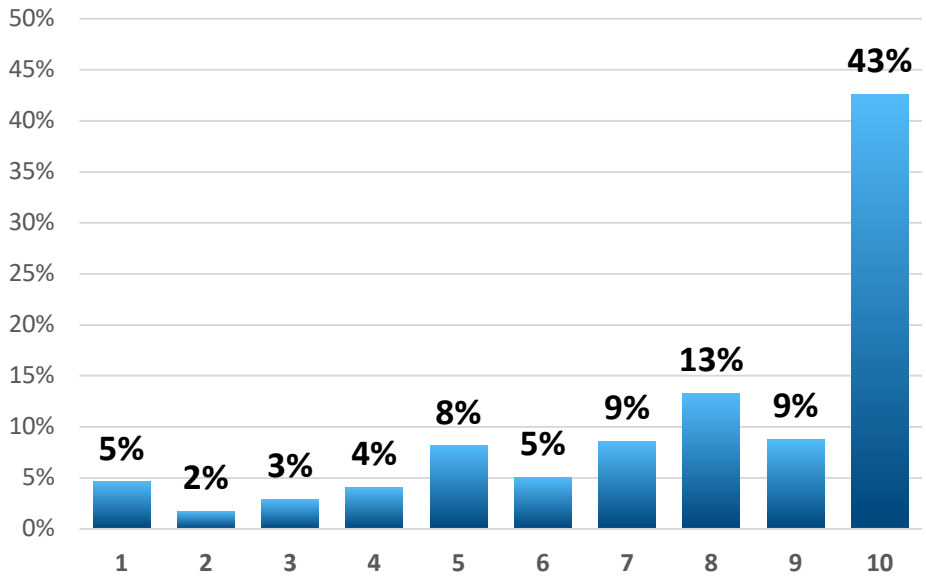
Technology Enhancements

- Nearly 7 in 10 light rail customers would be interested in mobile fare payment options. Slightly fewer (65%) feel fairly strongly that WiFi should be available on vehicles.



Would you be interested in the technology that enables you to pay your fares using an application on a mobile phone?



On a scale of 1-10, how important is having WiFi accessibility on buses and light rail vehicles?

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Net Promoter Score

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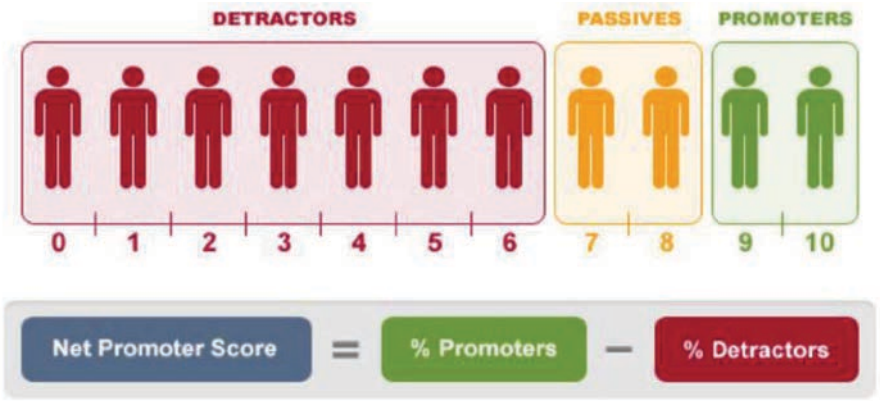
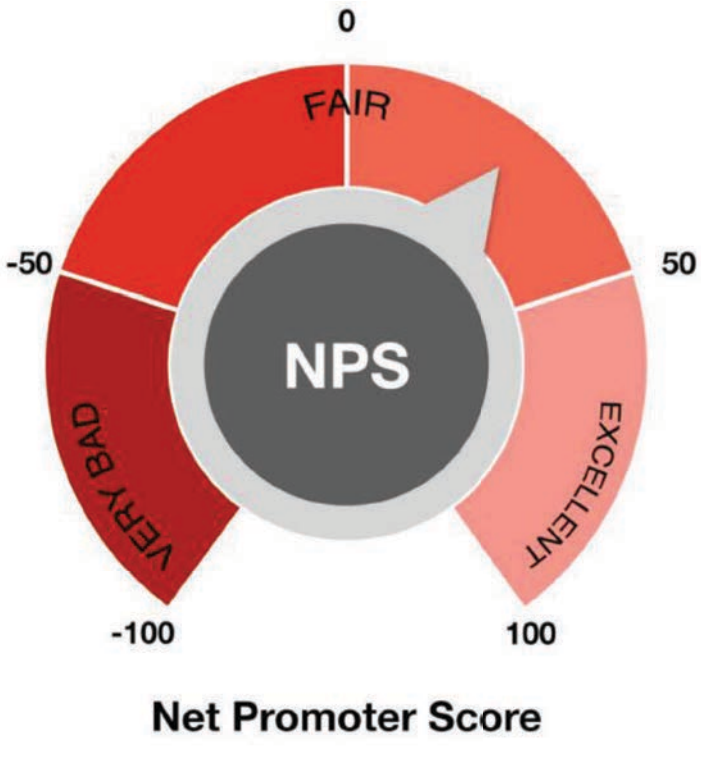
Net Promoter Score

NPS poses the ultimate question:

"How likely would you be to recommend riding Port Authority to a friend or neighbor?"





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NPS: The Metric

Assesses loyalty and word of mouth favorability among customers

Introduced in the Harvard Business Review

Allows for performance comparisons between organizations across different business sectors

Organization	NPS
Costco	79%
Transit Agencies	33%
Airlines	23%
Car Rental Agencies	18%
Internet Service Providers	5%

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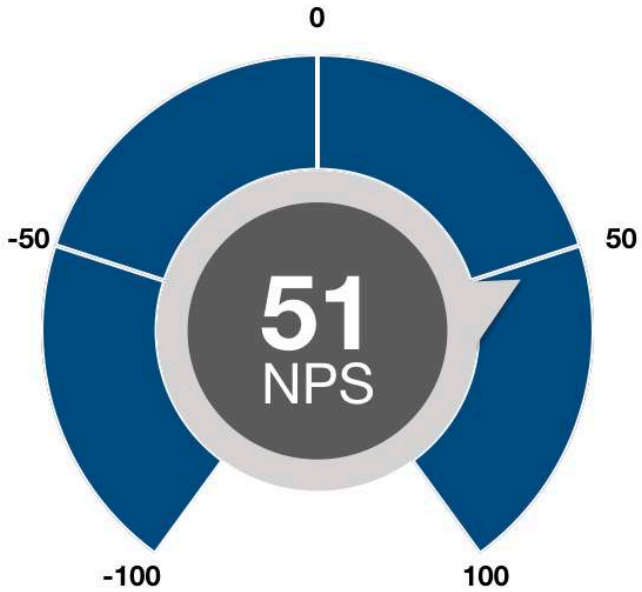
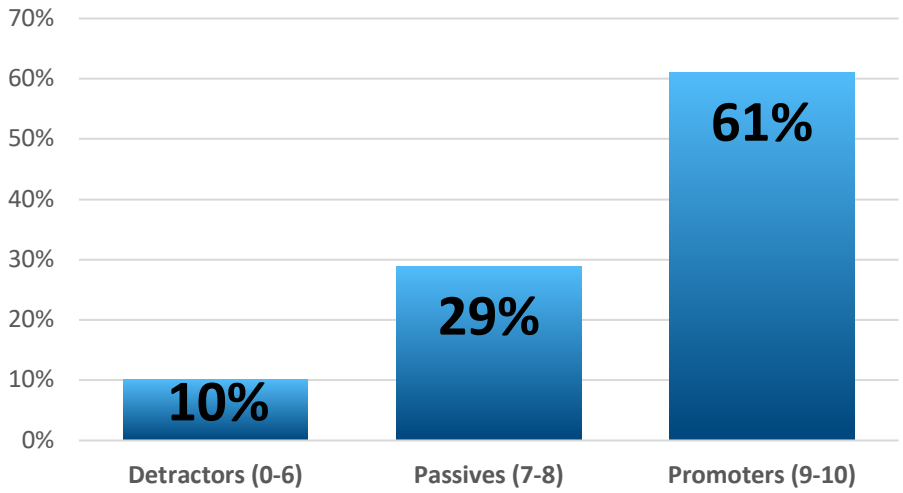
NPS: Wave 1

Likelihood of recommending Port Authority





Compared to Industry Average of 33%

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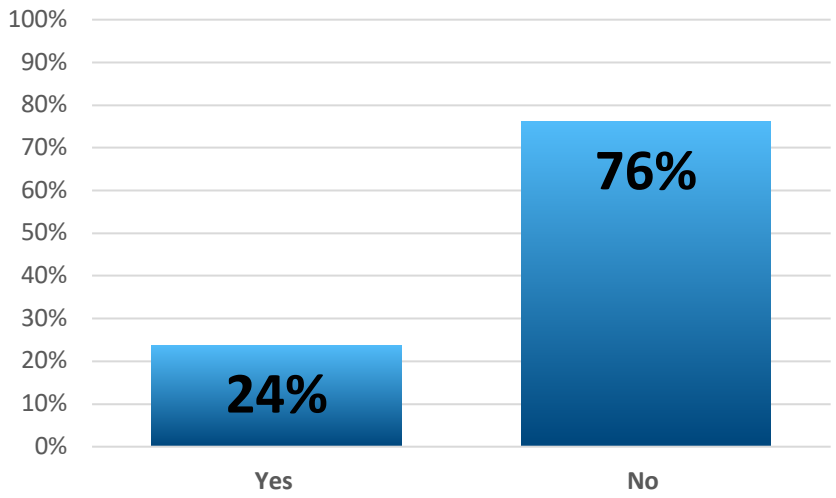
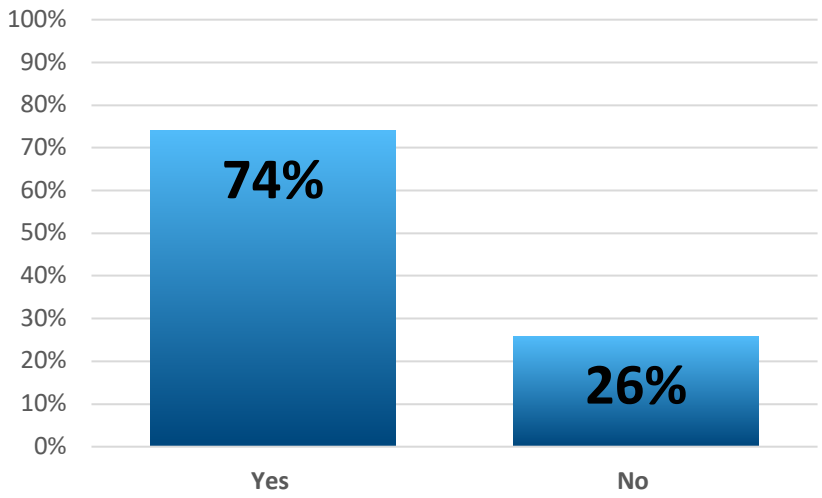
Metric: Contacting Customer Service

- Nearly a quarter of light rail customers have contacted Port Authority customer service in the past 3 months.
- 74% of light rail customers who contacted Port Authority feel that their issue was resolved.



Have you contacted Port Authority with a question, concern or complaint in the last 3 months?



Was your issue resolved?

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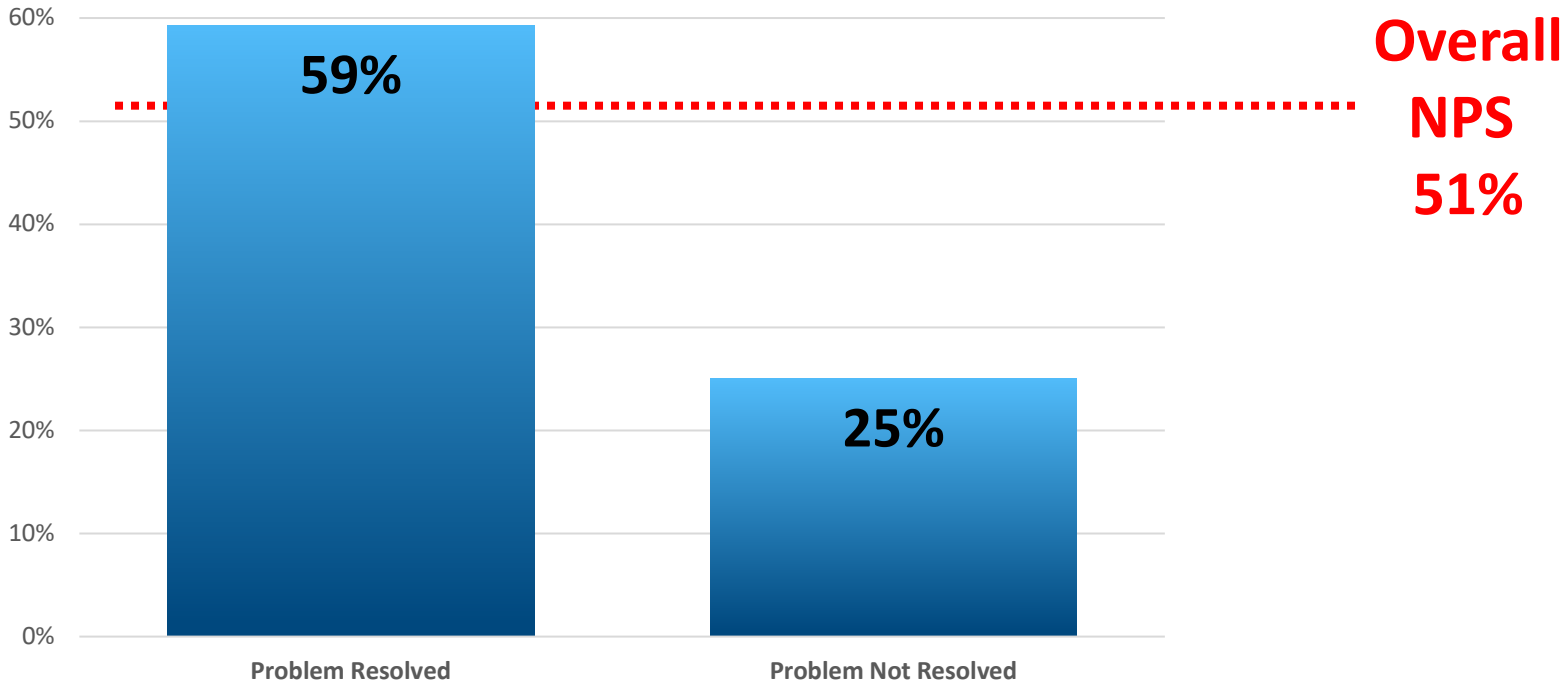
Metric: NPS by Problem Resolution

- Customers whose problems were not resolved by Customer Service are not as likely to recommend Port Authority.



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Customer Importance Factors

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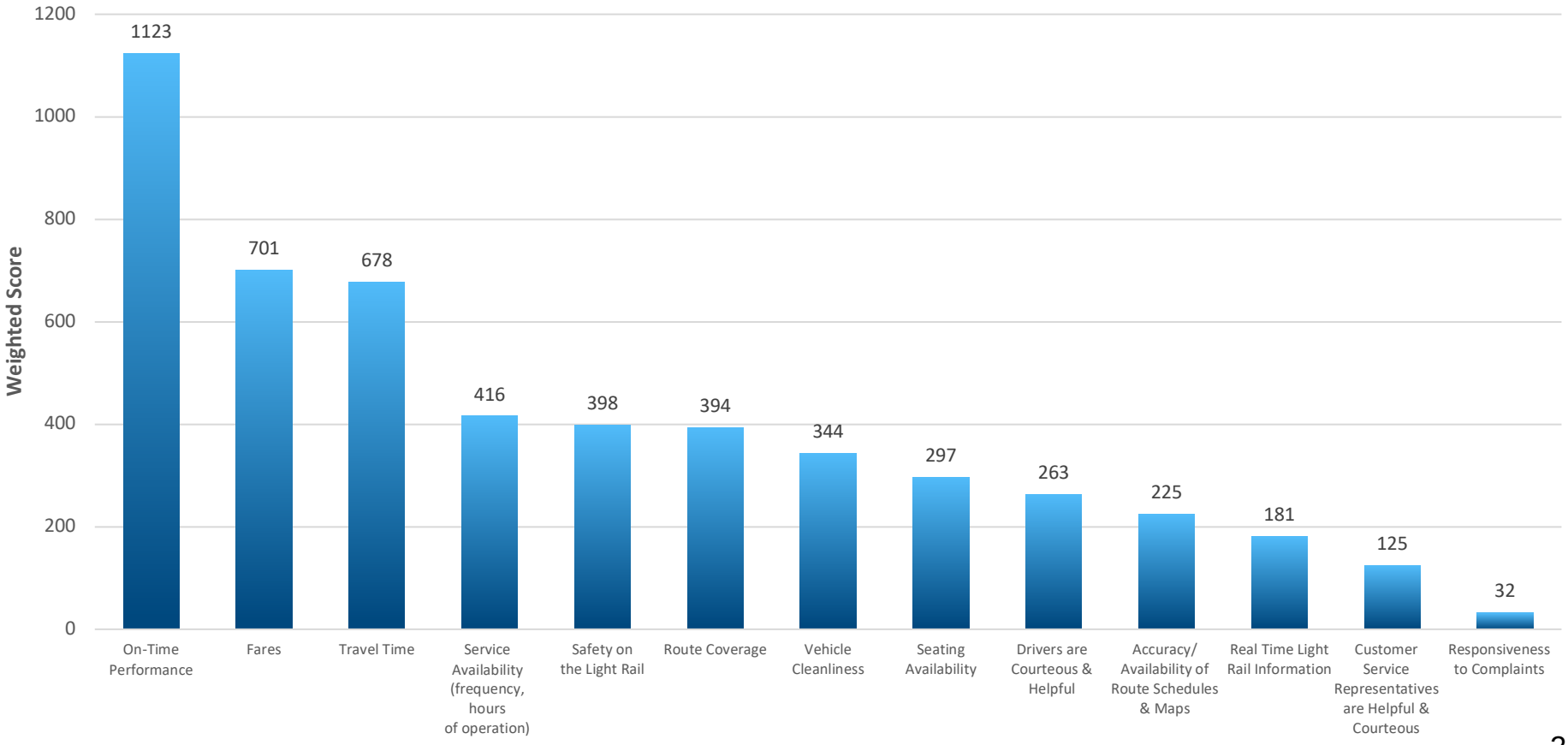
Metric: Top Customer Importance Factors

- On-Time Performance is the most important element of service for light rail customers, followed by fares and travel time.



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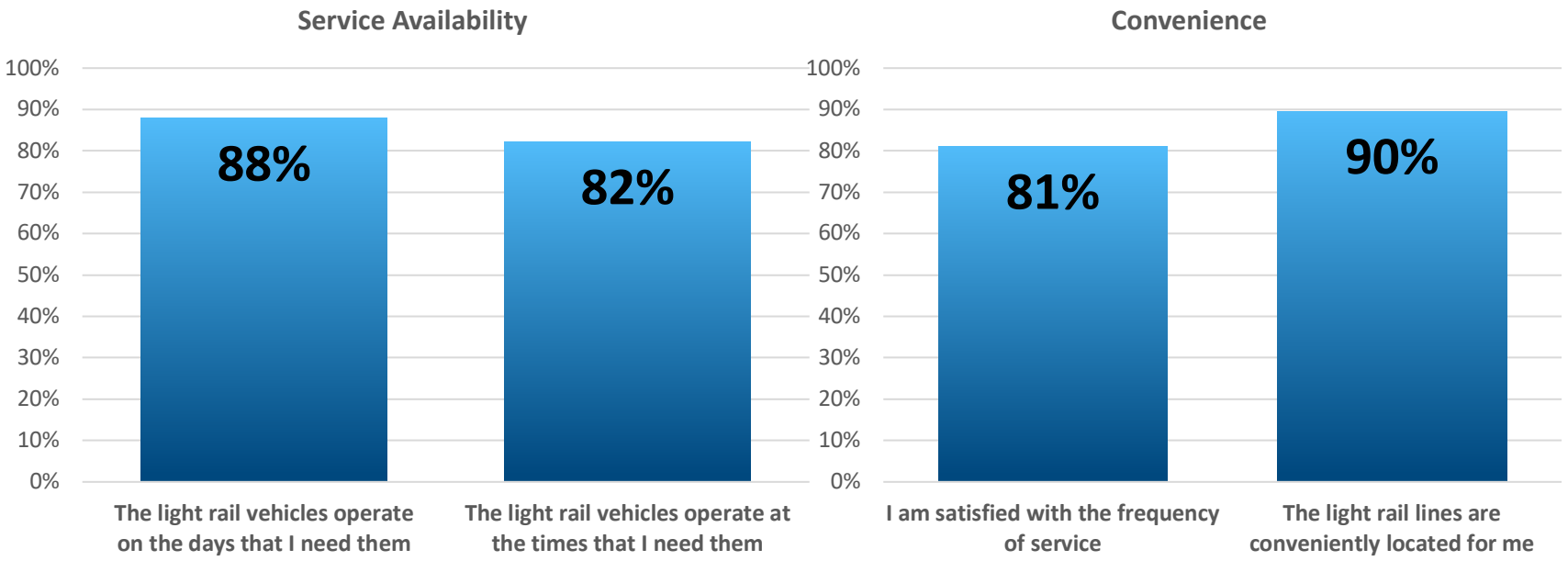
Customer Impressions & Satisfaction

Metric: Availability & Convenience

- Customers are most satisfied with the service coverage (“light rail lines are conveniently located for me” and days of the week that the light rail operates.



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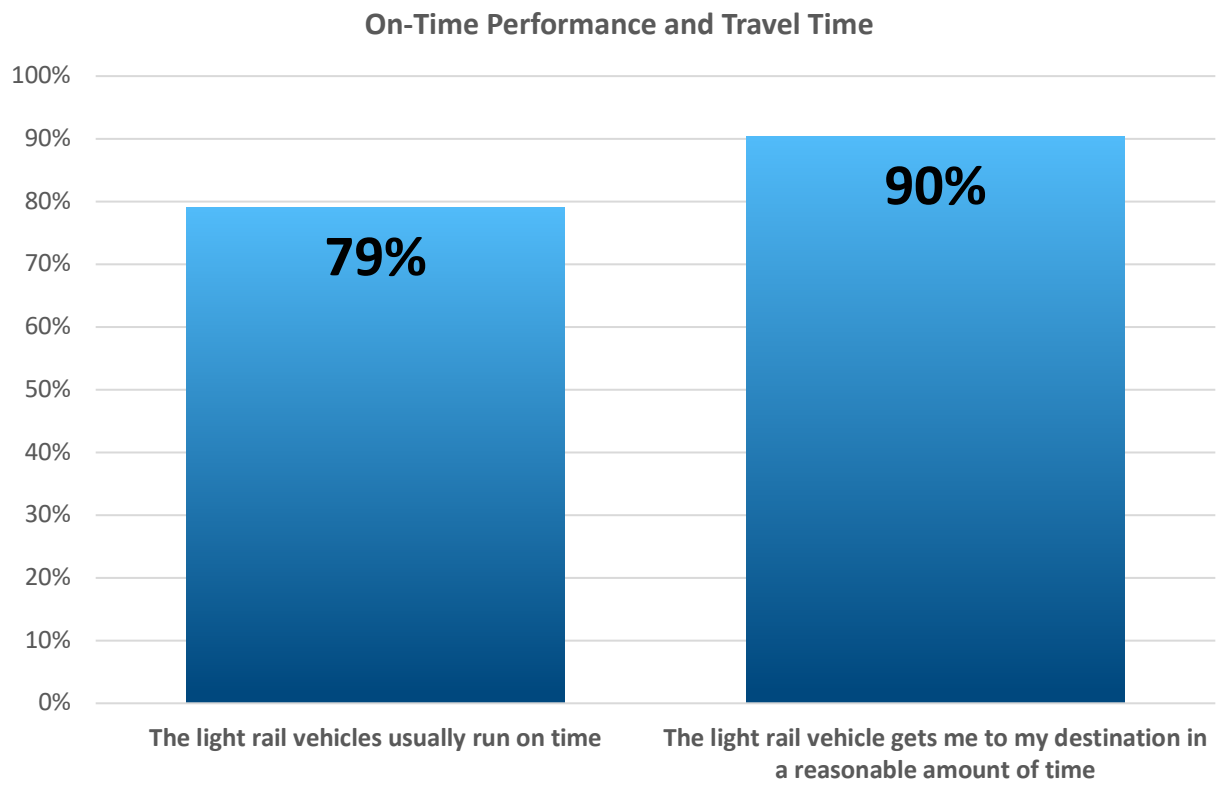
Metric: Timeliness & Travel Time

- Customers are more satisfied with travel time (90%) than on-time performance (79%).



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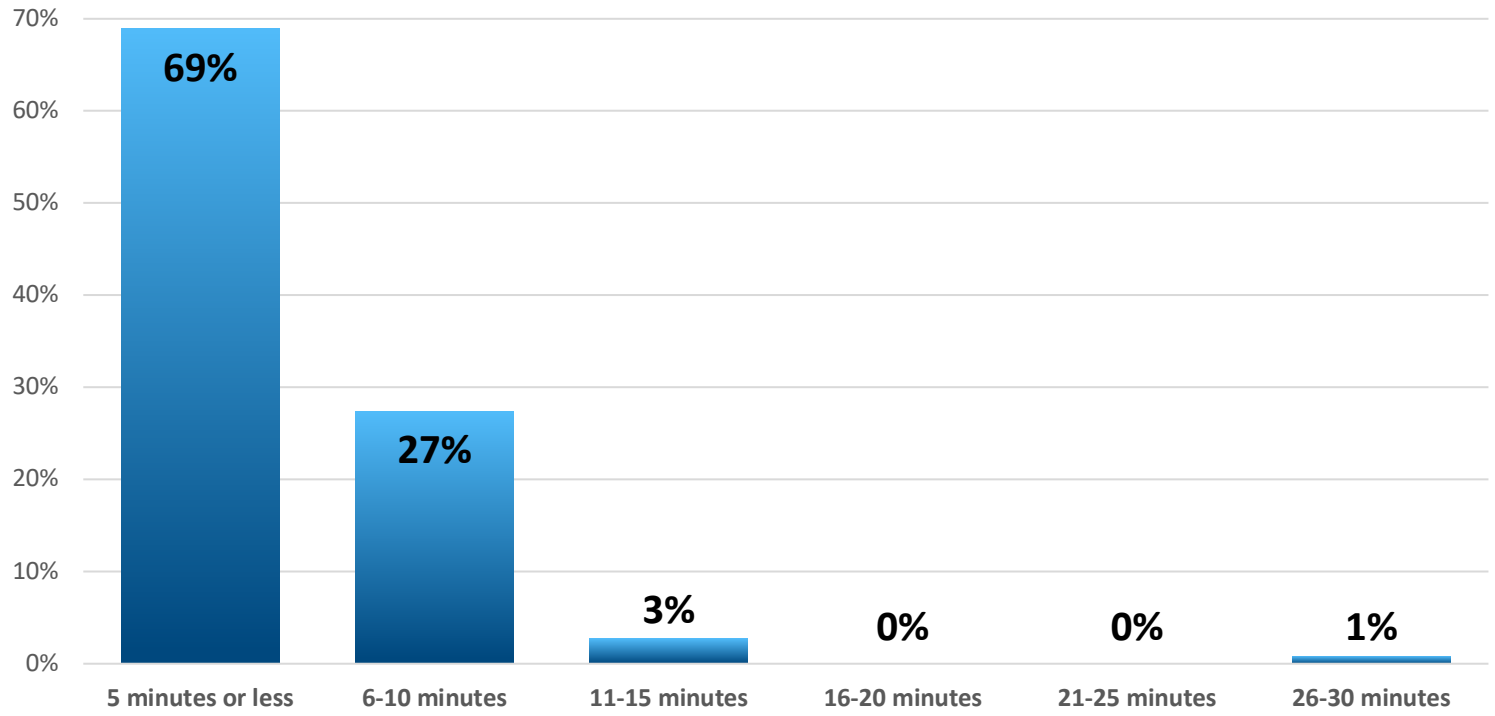
Metric: Acceptable Wait Times

Question: How many minutes do you feel is acceptable for a light rail vehicle to arrive beyond its scheduled time?

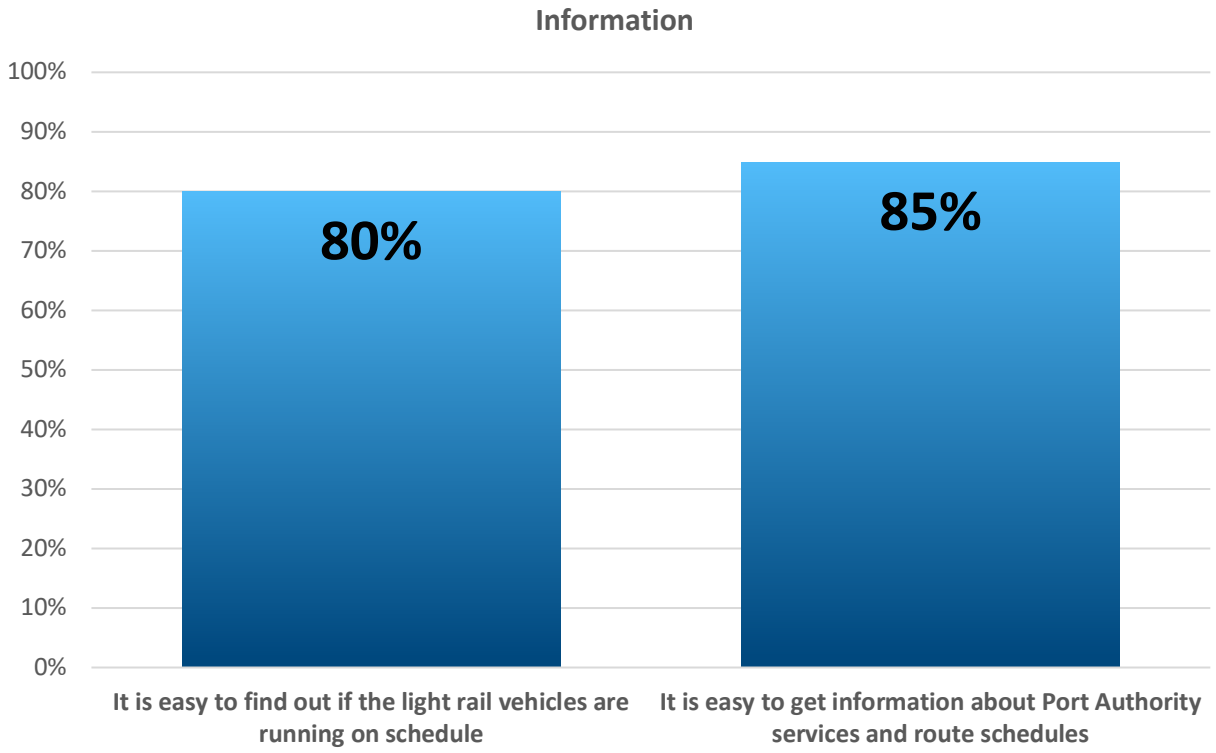
- 69% of customers believe a light rail vehicle should arrive 5 minutes or less beyond its scheduled time



Note: Question is asked only if response to "The light rail vehicle runs on time" was not Strongly Agree or Agree

Metric: Information

- More customers agree it is easy to get general Port Authority information than to find out if light rail vehicles are running on schedule.



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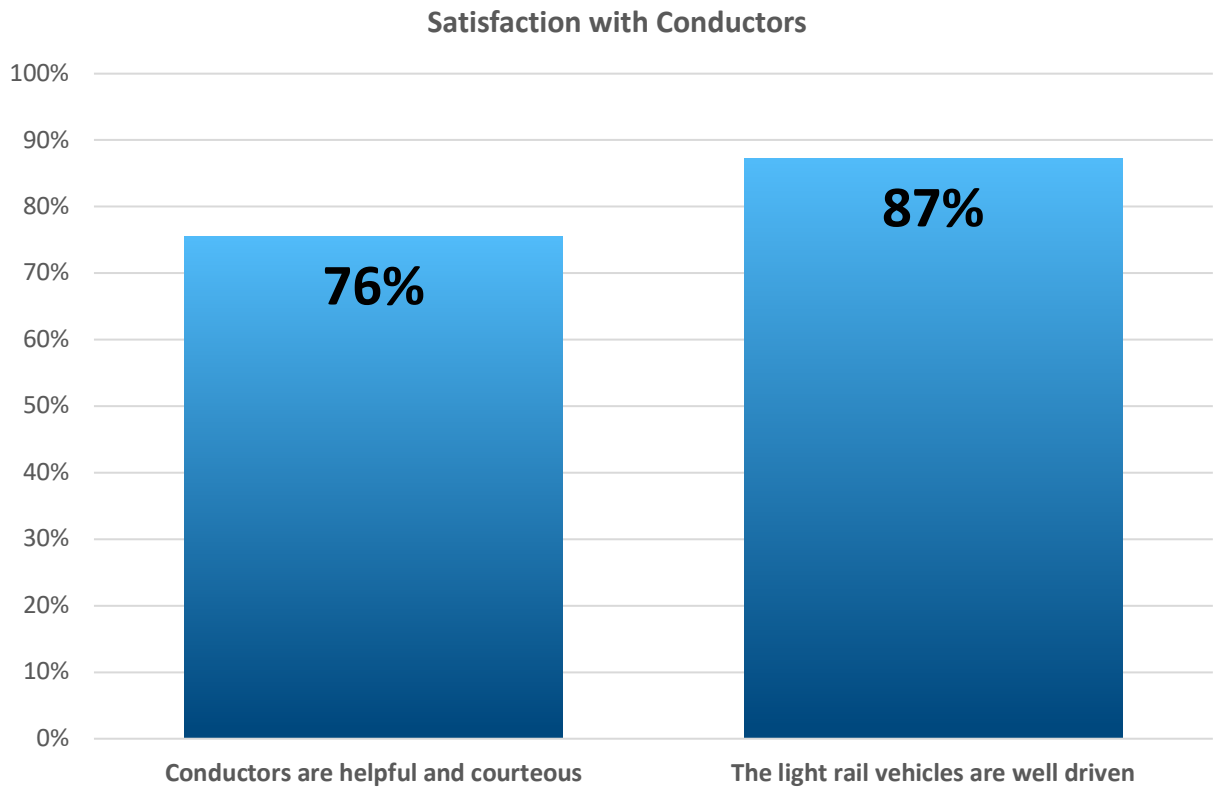
Metric: Riding The Light Rail & Conductor Customer Service

- Over three quarters of customers believe that conductors are helpful and courteous, and 87% that light rail vehicles are well-driven.



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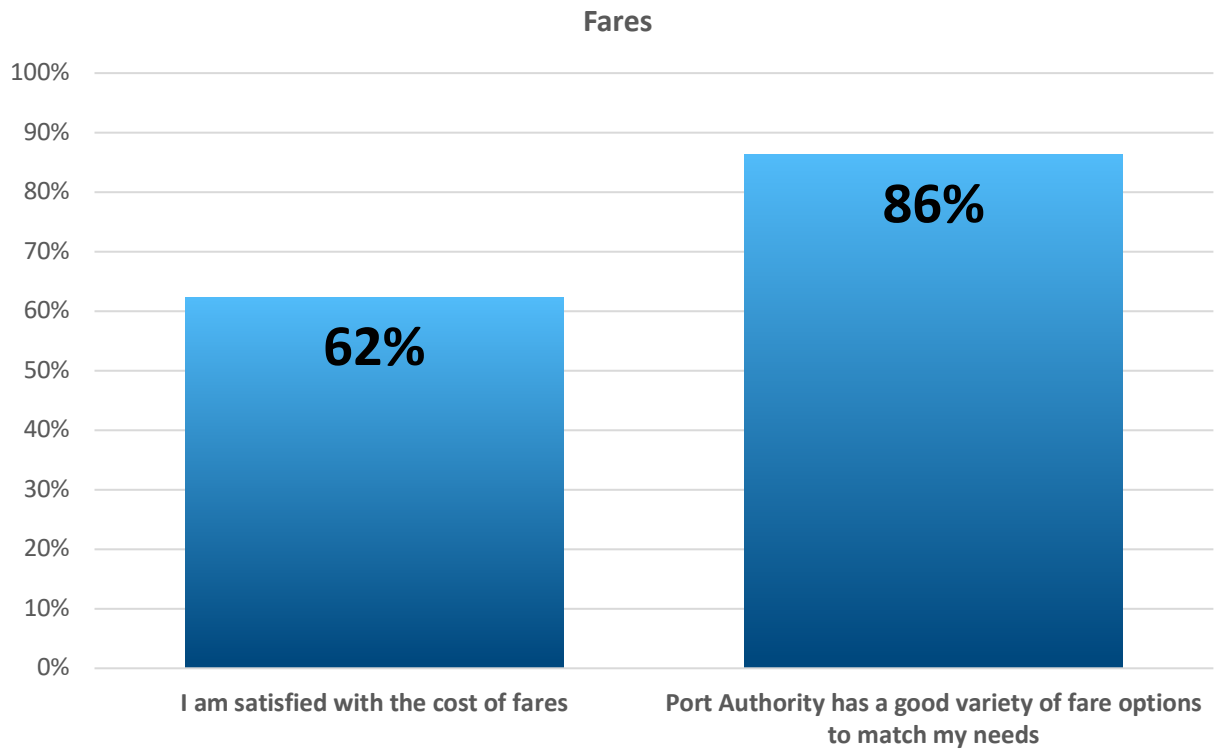
Metric: Fares & Fare Options

- Only 62% of customers are satisfied with the cost of fares, while 86% are satisfied with the variety of fare options.



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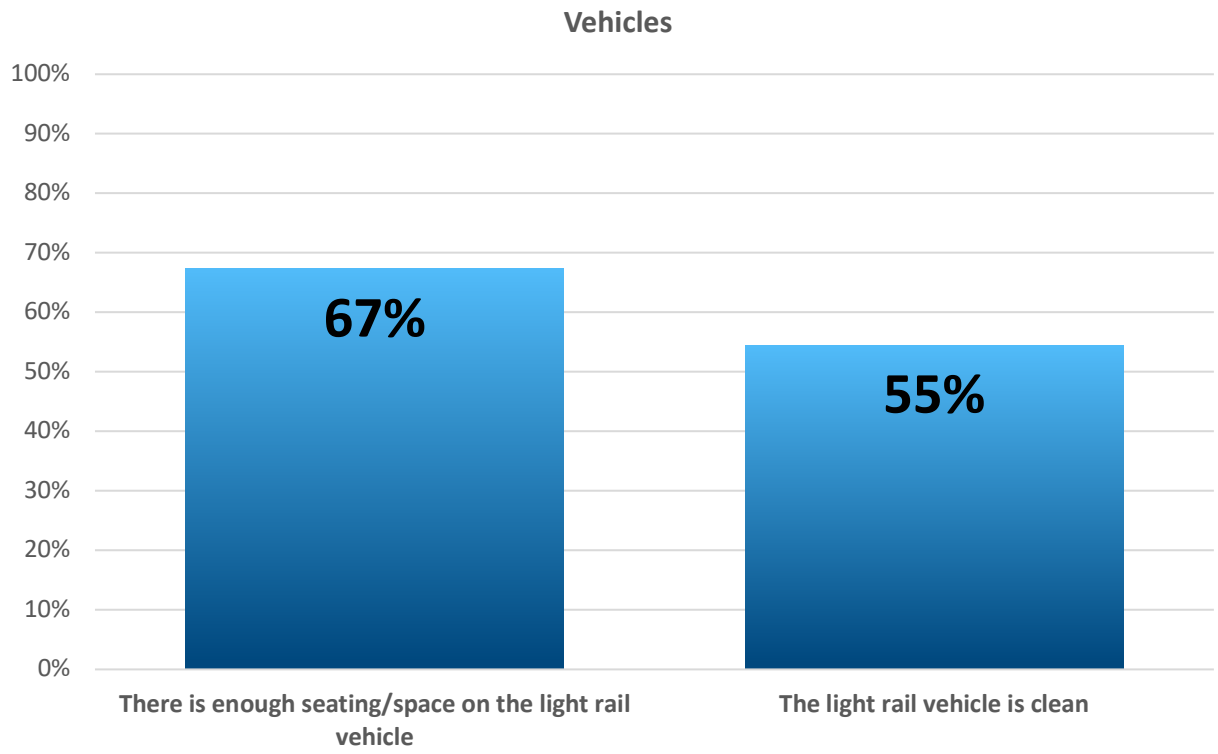
Metric: Vehicles

- 67% of customers are satisfied with seating availability.
- Only 55% of light rail customers are satisfied with vehicle cleanliness.



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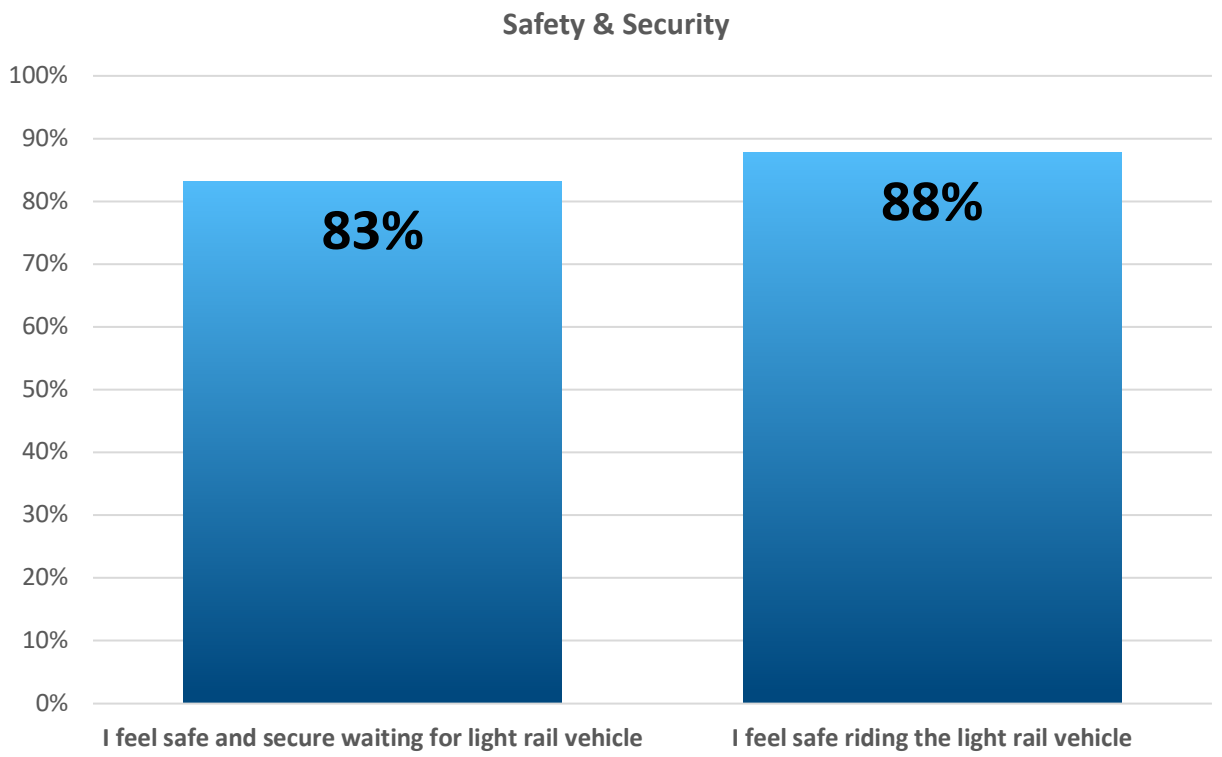
Metric: Safety & Security

- Over 8 in 10 customers feel safe & secure waiting for the light rail vehicle.
- Nearly 9 in 10 customer feel safe while riding the light rail.



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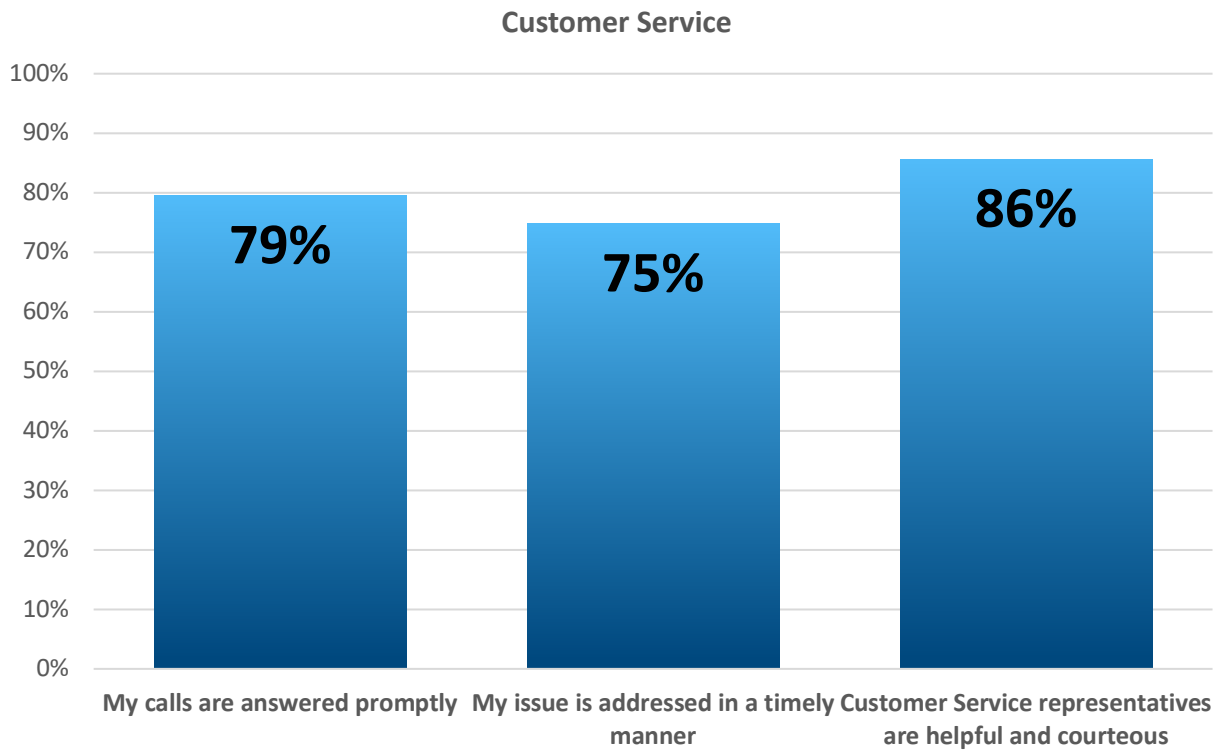
Metric: Customer Service

- Light rail customers are most satisfied with the helpfulness and courteousness of Customer Service representatives.



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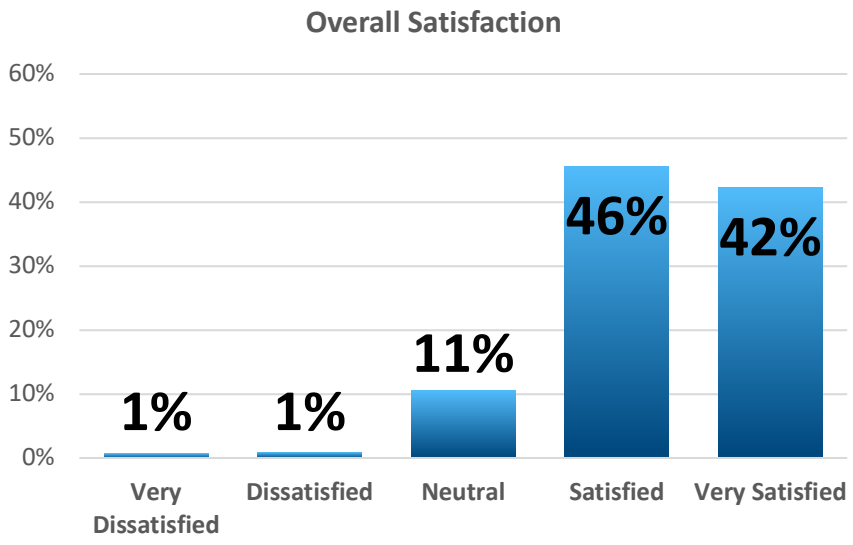
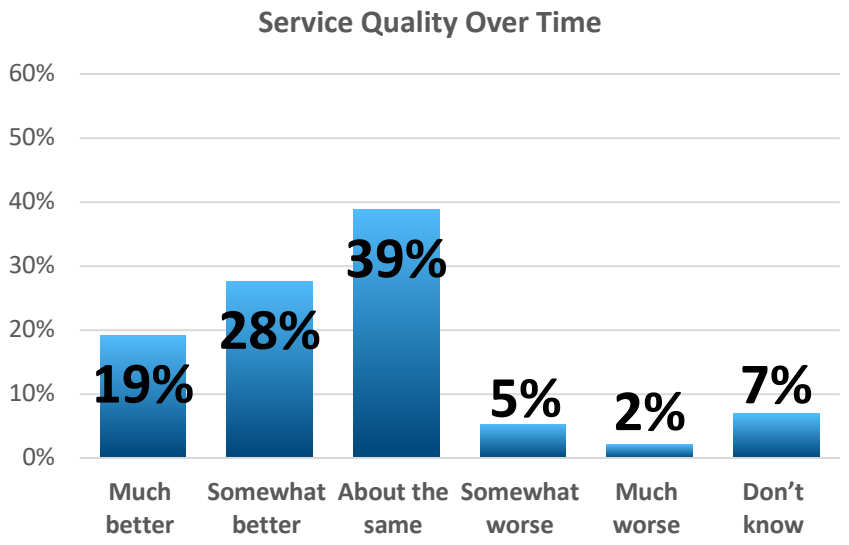
Metric: Overall Satisfaction

- Nearly 9 in 10 customers are satisfied with Port Authority light rail service.
- 47% of customers believe Port Authority has improved over the past year.



On a scale of 1-5 where 1 means "Very Dissatisfied" and 5 means "Very Satisfied" how satisfied are you overall with the light rail service?



Compared to last year at this time, how would you rate the current state of the public transportation system in Allegheny County?

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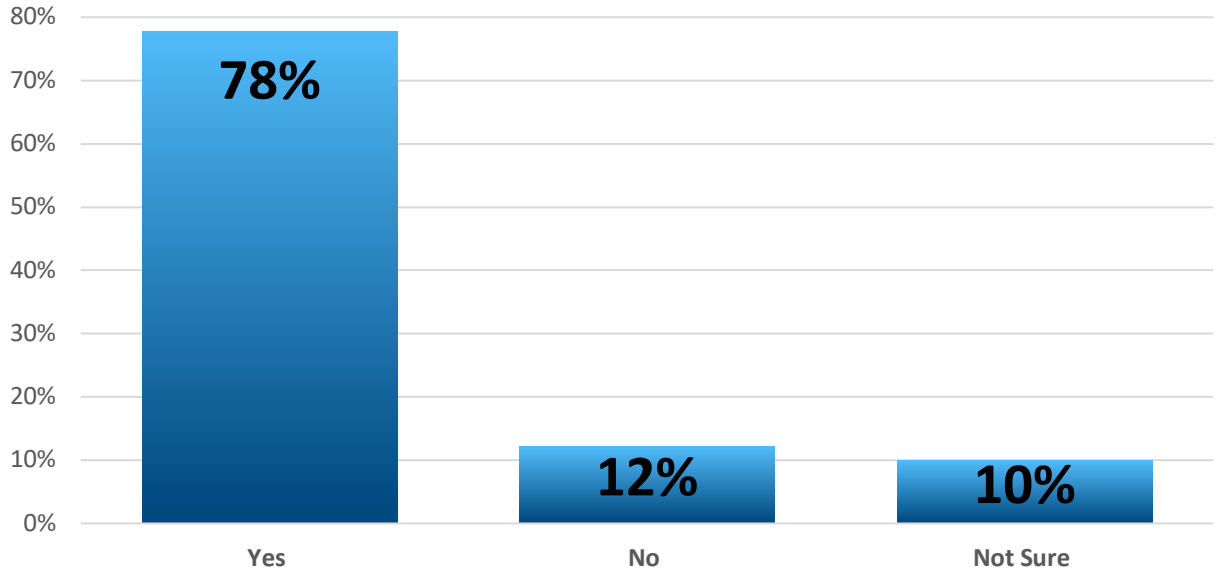
Port Authority Name

- Most light rail customers feel that the name “Port Authority” reflects the purposes and services provided by the transit system.



Do you feel the name “Port Authority” appropriately reflects the purpose of and services provided by the transit system?

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Customer Satisfaction Index

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Customers Determine Metrics & Weights

Service Element	Customer Weight Rank Sum (from survey)	Metric Weight (out of 50)
On-Time Performance	1123	19
Fares	701	12
Travel Time	678	12
Service Availability	416	7

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Operational Elements Balanced with Survey Questions

SAMPLE – ACTUAL METRICS TO BE DETERMINED IN COLLABORATION WITH PORT AUTHORITY

ACTUAL PERFORMANCE			CUSTOMER IMPRESSIONS
Operational Metric	**Operational Metric Definition**	**CSI Metric**	**Survey Question**
Fixed Route OTP	% of fixed route time points meeting on-time performance standards (<1 min early to <5 minutes late)	**On-Time Performance**	The bus runs on time
Fares	% change in cost of weekly pass	**Fares**	I am satisfied with the cost of fares
Travel Distance per Hour	Average distance a passenger can travel through the system in an hour in square miles based on 20 points.	**Travel Time**	The bus gets me to my destination in a reasonable amount of time
Service Area Population within 1/4 mile of service	% of service area population within a quarter mile of a Port Authority bus route	**Route Coverage - Population**	The bus routes are conveniently located for me
Employment Destinations within 1/4 mile of service	% of employment destinations that are within a quarter mile of a Port Authority bus route	**Route Coverage - Employment**	The bus routes are conveniently located for me

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Fixed Route Customer Satisfaction Index Scorecard

SAMPLE – ACTUAL METRICS TO BE DETERMINED IN COLLABORATION WITH PORT AUTHORITY

Port Authority Fixed Route CSI

ACTUAL PERFORMANCE						CUSTOMER IMPRESSIONS			
Operational Metric	Performance Goals	Performance Results (Wave 1)	Goal Points	Actual Points	CSI Metric	Performance Goals	Performance Results (Wave 1)	Goal Points	Actual Points
OTP	85%	85.3%	15	15.1	On-Time Performance	90%	80%	15	13.3
Fares	0%	0%	15	15	Fares	65%	61%	15	14.1
Travel Distance per Hour	67	67	12	12	Travel Time	85%	86%	12	12.6
Service Area Population within 1/4 mile of service	65%	64%	4	3.9	Route Coverage - Population	85%	80%	4	3.8
Employment Destinations within 1/4 mile of service	70%	64%	4	3.7	Route Coverage - Employment	85%	80%	4	3.8
Total Actual Performance			50	49.7		Total Customer Perception		50	47.6

49.7 + 47.6 = 97.3 Total CSI

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TAKEAWAYS

The Road Forward

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Takeaway: On-Time Performance

On-Time Performance

- On-Time Performance is the most important element of service to light rail customers.
- 79% of customers agreed that buses usually run on-time.

Recommendation

- Once the Customer Satisfaction Index is created, it will allow Port Authority to compare perceived performance and actual performance. These metrics should be closely monitored to determine whether perceptions are aligned with performance.
- Continue to monitor on-time performance to ensure it is meeting customer needs.

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Takeaway: Fares

Fares

- Only 62% of customers are satisfied with the cost of fares, which is among the lowest rated elements of service among light rail customers.
- While it is the second most important element of service to light rail customers, it trails well behind on-time performance.
- More than 50% of light rail customers are choice riders, indicating they may be less sensitive to fare pricing.

Recommendation

- Since Port Authority customers consider fare pricing to be important and are not fully satisfied with current fares, Port Authority should hold the line on fares as long as reasonably feasible to do so.
- Promotions that involve free rides or passes may be particularly appreciated by Port Authority customers.

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Takeaway: Issues of Importance

Quarterly Monitoring and Results Management

The results of this initial survey provide a valuable “moment in time” snapshot of the impressions and satisfaction levels of Port Authority customers. Greater value can be achieved by tracking customer satisfaction over time. Quarterly monitoring will provide Port Authority with objective, non-episodic data to provide clear information to the Board, media, and customers and will allow Port Authority to monitor its efforts in improving specific functional areas.

Recommendations

- Survey customers on a quarterly basis
- Compile CSI scorecard results on a quarterly basis
- Conduct performance, outlier, and trend analyses based on quarterly CSI results
- Develop meeting cadence tied to quarterly performance review and management
- Conduct root cause analyses and process improvement initiatives for low-scoring CSI metrics
- Appoint task forces responsible for improving low-scoring CSI metrics